

THE PAGE OF THE WANAMAKER STORE

Women's 50c. Handkerchiefs at Half

There is news of importance in the handkerchief trade. St. Gall has cabled the decree of a thirty per cent. advance on Embroidered Handkerchiefs.

Wanamaker's replies with this announcement, cutting a present price in half. It is not the first time that the store has thrown its gauntlet at the market.

The offer receives the honor of a special table in the main aisle. On that table there are, this morning, three hundred and fifty-four dozen all-linen, embroidered and scalloped-edged handkerchiefs that will not be there to-night, for the price on them is

Twenty-five Cents Each.

The goods were imported to sell at 50c. each, and would have so sold. They are fifty-cent handkerchiefs. The styles are the best-selling we have found.

A Rare Fabric at a Rare Bargain

The fabric is called "Fil et Soie," and it is intended as the very finest thing possible in a shirt-waist material. A more exclusive thing in pattern cannot be;—the styles we show have no duplicates on this side of the Atlantic. It is a fabric very seldom sold by the yard, being generally kept as exclusive stock in high-class women's tailoring shops.

This was the purpose for which we brought it over, but it came a little late. You may have it by the yard at

Half Price,—\$1.25.

Made entirely of linen and silk,—looks like the latter and wears like the former. Washable, of course, 33 in. wide.

You will find it in the Rotunda Gallery, along with the rest of the silk bargains.

The Linen Sale Continues

The selling of all-flax household linens at much lower-than-market prices has been very large the past two days. It would be surprising if the fact were otherwise, considering the character of the offerings. These lines below mentioned are still in very good supply, and the prices cannot be nearly matched anywhere. But don't delay too long:

At \$1.00 pair—Hemstitched linen pillow cases; 25x36.
At \$2.25 pair—Hemstitched linen pillow cases; 27x36 in.
At \$3.25 pair—Irish hemstitched linen sheets; 90x96 in.
At \$1.25 yd.—Scotch table damask in a variety of patterns; 72 in.
At \$4.00—Napkins in dinner sizes to match table damask above; 24x24 in.
At \$1.00 each—Table cloths made of snow-white flax; 69x70 in.
At \$2.00 each—Table doilies, grass bleached; 68x68 in.
At 20c. each—Fast pile extra large bath towels; 24x54 in.

Men's Made-to-Order Suits, \$30.

We make a suit to your measure for Thirty Dollars, that we are anxious to have compared in all details with any that you ever saw produced outside this store for fifteen dollars more.

It's a special offer, of course, and lasts only while a particular lot of suitings lasts. But that has just been replenished, and choosing to-day is from thirty-seven styles.

The tailoring is *outré*, and we have but one kind. That kind is the best procurable. You get the same skill, the same care, the same scrupulous attention to details in any suit we make at any price.

Men's Ready-to-Wear Clothing

Out of an extensive stock of seasonable, stylish, well-made clothing, we select just two kinds as illustrative of the excellent values obtainable here every day. Savings proportionate to those shown below are common to all the store's offerings.

At \$13.—Coat and vest of Oxford mixed chevrons; 3-button cutaway frock coat, silk-lined. A good \$20 quality.
At \$15.—Suits of black, unfinished worsted; 3-button cutaway frock coat, silk-lined. The \$20 suit in most clothing stores.
Some black diagonal suits at \$10, with sack coats, and others at \$12, with cutaway frock coats, are deservedly good sellers.

Boys' Worthy, Low-Priced Clothing

Just two hundred boys, 8 to 16 years of age, may take advantage of this sale of top-coats. They are stylish coats of all-wool covert, well-made and in correct styles, at \$3.50. Values, many of them \$5, some that we've sold for less, but all unusually good at \$3.50.

Boys' knee trousers, of all-wool chevion, in medium colors, at 65c.

Men's New Spring Underwear

A perfectly satisfactory assortment of light and medium weight underwear at prices no less satisfactory. You are offered choice here from various good qualities at prices 25c. to \$8 a garment, and every price is moderate. Here are some of the kinds usually in greatest demand, and they're excellent values, be assured of that:—

Light weight natural colored merino shirts and drawers, sizes up to 30 in.; long or short sleeved shirts and long or short drawers; the latter have double seats; the garments are well sewed and made carefully after our own patterns. An exceptional value at \$1 a garment.

Light weight English natural colored merino shirts and drawers, fashioned and regular made; long sleeves spliced at elbow and arm-pits; shirtsleeves spliced at arm-pits; drawers with long or short inseams, spliced knees and fronts; seats spliced and reinforced. Shirts, size 34, \$1.00; drawers, size 30, \$1.50; rise 10c. on each increasing size.

Silver gray llama and silk shirts and drawers; an exceptionally fine fabric; "full fashioned" throughout; drawers have seats and fronts spliced and seats reinforced; size 34 shirts and 30 drawers, \$3.40; advance 20c. on each increasing size.

Men's Belts and Scarfs

Eight hundred black satin scarfs; Tecks, Four-in-hands and Imperials. Not a fifty-cent scarf, but very near it, and at the least a full, generous value at the price.—Twenty-five Cents.

And some belts, London-made, of cow-hide and in an imitation of pigskin. Large nickel-plated or covered buckles, with or without rings. Black or tan in color. Fifty Cents.

Both of these are values worth coming for.

Men's Furnishing Store, Ninth street.
Formerly
A. T. Stewart & Co.,

Women's \$3.00 Shoes for \$1 a Pair

Seventeen hundred and thirty-one pairs of Women's Shoes at a dollar a pair. And the tale that hangs thereby is worth reading.

It is a blast from the Fifth Floor Shoe Store, the Half Price Shoe Store, that has had a month of history quite unparalleled in our records.

For some weeks past it has been selling Women's Shoes at \$1.40, \$1.50, and \$1.70, that by all shoe standards known to the retailer, were a full \$3 worth. These were practically half prices on new and seasonable goods; and great was the sale thereof.

Now all that are left of these, 1731 pairs, are offered this morning at

One Dollar a Pair

All sizes in the lot but not in every style.



The Wedding-Gift Problem

Lists like these may be helpful in suggestion. But that is only the beginning of our helpfulness.

We gather our silver pieces with the care of connoisseurs,—we sell them with the liberality of broad-gauge merchant. We maintain a very high standard of variety,—as for excellence, there is but one standard in such matters and we adhere to it.

Novelty is of course a part of all collections here and it is prominent in the silver collection. But there is also much of the antique, possibly even more desirable to you.

The prices are *just* prices,—just to both of us.
Tea Sets, \$105 to \$205
Fruit Stands, \$29
Water Pitchers, \$50 and \$60
Coffee Sets, \$60 to \$75
Loving Cups, \$25 to \$189
Flower Vases, \$4, \$10.75 to \$1.38
Salad Bowls, \$25 to \$50
Ice Cream Trays, \$31 to \$43
Bread Trays, \$19.50, \$22
Lemonade Pitchers, \$27
Butter Dishes, \$9.75 to \$12.75
Comports, \$15 to \$27
Bon-bon Dishes, \$4 to \$20
Tea Caddies, \$12
Butter Plates, \$18
Call Bells, \$2
Sugar Baskets, \$16.50
Peppers, \$5, \$7 pair
Biscuit Jars, \$9, \$17
Salts, \$4 to \$25
Olive Dishes, \$4 to \$12.50
Sugars and Creams, \$7, \$37.50
Crumbs Scrapers, \$13.75
Candle-sticks, \$24 to \$35 pair
Salad Sets, \$5.75 to \$10.50
Fish Sets, \$10.50 to \$12.50

Ribbed Corset Covers

This is a collection of many good qualities and styles, comprising all the desirable kinds from a 25c. cotton corset cover to an elaborately trimmed garment of fine silk. Good values, all.

At 50c.—Of light weight white lisle thread, unusually fine; from the best Swiss and American makers; high or low necks; some plain, some fancy finished; several styles in extra large sizes.
At \$1.—Swiss ribbed white lisle thread; high necks, sleeveless; also low necks, handsomely crocheted.
At \$1.25.—An almost transparent lisle thread cover; white Swiss ribbed; high neck, short sleeves. Also cream silk and lisle mixed; high neck, no sleeves.
At \$2.—White lisle thread; ribbed; handsomely finished around necks, arm-holes and fronts with lace 1-2 to 3 in. deep.
At \$2.25.—White lisle; low necks, sleeveless; open front; with 3-in. crocheted front.
At \$2.50.—Extra fine lisle thread; 4-in-hand crocheted fronts and improved ribbed arm.
At \$3.—All-silk Swiss ribbed white corset cover; entire upper half exquisitely finished with fine Valenciennes lace, with hand-silk crocheted insertions.

Women's Ribbed Vests

If it's a quality worthy of a place in a most carefully selected stock, you'll find it here. Cotton, lisle thread merino, wool and silk vests in plain and fancy trimmed effects. Cotton garments as low as 12½c.; silk vests up to \$12; numerous, desirable, dependable styles at figures between.

Sash Muslins by the Yard

800 yards of fine figured white muslins, all 45 in. wide, in several attractive patterns, are re-marked at 15c. yd. this morning; were 25c.

Also 1,500 yards of colored figured muslins, 36 in. wide. These are 6c. yd., instead of 12½c.

And 1,000 yards of fancy bordered Irish net, in 5 patterns, at the unusually low price of 25c. yd.

Venetian Lanterns at Third-off Prices

Handsome hanging lamps for halls and cozy corners, in elaborately worked-iron patterns, and with ruby and amber glass. About 250 in this lot at these new prices:

At 15c., regularly \$1.25
At \$1, regularly \$1.50
At \$1.50, regularly \$2.50
At \$2, regularly \$3

Dining-Room and Bedroom Chairs

More than 250 styles are here shown in chairs and rockers for dining-room and bedroom. It is doubtless the best collection in the country. The bedroom chairs are in antique and golden oak, bird's-eye maple, curly birch, and solid and imitation mahogany, and range in price from 90c. to \$10. Chairs for dining-room in various woods and finishes at 50c., to the very handsome styles at \$38. Brief mention of a few follows:

BEDROOM CHAIRS
At \$1.50.—Quartered oak, golden finish; hand caned seat; turned spindle back and stretchers.
At \$1.75.—Quartered oak, golden finish; hand caned seat; fancy turned spindle back; fancy turned stretchers.
At \$1.75.—Mahogany finish; hand caned seat; fancy turned front legs, fancy spindle back.
At \$2.—Quartered oak, golden finish; hand caned seat; turned spindle back and stretchers.
At \$2.—Bird's-eye maple; hand caned seat; fancy turned legs and stretchers; turned spindle back.
At \$2.—Maple; hand caned seat; fancy carved back.
At \$2.25.—Solid mahogany; hand caned seat; fancy banister back; "beaded" front legs.
At \$2.50.—Birch, natural finish; fancy shaped hand caned seat; fancy turned front legs; shaped back.

DINING CHAIRS
At \$1.50.—Imported bentwood, in antique oak or imitation mahogany finish. This is a genuine bargain, as the increased duties have greatly advanced the price of these chairs. This is a regular \$2 value.
At \$2.—Quartered oak; antique finish; French front legs; turned spindle back.
At \$2.25.—Quartered oak, golden finish; French front legs, hand caned seat; fancy banister back.
At \$2.75.—Quartered oak, antique finish; French front legs; shaped seat; carved back.
At \$3.—Quartered oak; antique finish; embossed leather seat; French front legs; spindle back.
At \$7.—Quartered oak, antique finish; upholstered spring seat and back; covered in leather; French front legs; carved back.

Indian Chairs, \$4—Regularly \$6
We have 100 to sell at \$4. Only one hundred, and there will be no more at this little price. They are of medium height, have full round base, wide arms and open cane seat and back. These Indian chairs are particularly desirable for Summer homes, and are reasonably priced at \$6.
Fourth floor.

Costume Talk, Sweetened with Bargains

It isn't necessary to add the bargain attraction to secure your attention. You are giving every word we say about costumes the favor of your prompt and practical interest. And, without false modesty, why should you not? If we didn't think we deserved your appreciation, it would be because we didn't deserve it. But we do, and we know we do. There isn't such another collection of Summer gowns as this in all America.

Many new ones in the past few days from across the water, with which the best of New York productions compete for the palm. It's for you to decide. The prices will not help you much, for even the elaborate productions from Paris and Berlin are inexpensive. Many at \$25, some at \$15, and some even less.

And for straight, manifest bargains, look over these

Reduced Prices in Tailor-Made Suits

Not a special purchase,—every garment is one of our own, and the new price is a fair and square reduction from our own original figures. Not one of them either, that you would hesitate to buy at the first price; it's a Wanamaker movement opportune, attractive, and made without explanation.

Suits at \$18, Yesterday \$22 to \$28 Suits at \$22, Yesterday \$30 to \$40

Suits at \$34, Yesterday \$35 to \$47 Suits at \$35, Yesterday \$56.

Rich Opportunities in Richest Goods

Of course, being the "richest goods" they are the Paris Novelty Dress Goods,—the entire remainder of our collection.

They find themselves marked with new figures this morning, for their time has come. A third has been taken from their prices.

They are our own goods and our own exclusive styles. They are in weights and patterns for Summer wear. There are colorings

and styles for every taste.

Silk-and-wool Taffeta Barege; designs in white on colored grounds.
At \$2.50 yd., was \$3.—Self-colored Silk-and-wool Polka Dot Crepon Velour; 6 choice colors.
At \$2.50 yd., was \$3.25.—Silk-and-wool Self-colored Plisse Bayadere Gauze Grenadine.
At \$2 yd., was \$3.—Silk-and-wool Barege, with large self-colored polka dots; 5 colorings.
At \$2 yd., was \$4.—Silk Persian Crepon and lace striped Voile; 7 combinations.
At \$2 yd., was \$3.—Novelty hand-drawn fancy silk-and-wool Grenadine; 4 designs.
At \$2 yd., was \$3.—Colored figured silk striped black Voile.

At \$2 yd., was \$3.—Silk Persian striped Voile; 6 combinations.
At \$2 yd., was \$3.—Self-colored silk-and-wool polka dot Grenadine Crepon; 3 colorings.
At \$2 yd., was \$2.75.—Black chenille and colored silk-striped black silk-and-wool iron frame Grenadine; 5 designs.
At \$2 yd., was \$2.75.—Self-colored Silk Crepon Striped Voile; 7 colorings.
At \$2 yd., was \$2.75.—Self-colored Souffle Polka Dot Crepe Barege; 3 colorings.
At \$1.75 yd., was \$5.—Silk-embroidered Polka Dot in combinations of black and colors on colored grounds.

At \$1.75 yd., was \$2.75.—Silk Persian Bordered Voile, in 4 combinations.
At \$1.75 yd., was \$2.50.—Silk-and-wool Bayadere Striped Grenadine Barege.
At \$1.75 yd., was \$2.50.—Self-colored Silk Polka Dot Silk-and-wool Barege; 7 colorings.
At \$1.50 yd., was \$2.50.—Silk Persian Bordered Voile, in 6 colorings.
At \$1.50 yd., was \$2.—Silk-embroidered Polka Dot Poplins.
At \$1.25 yd., was \$1.75.—Black-and-white Striped Velours in silk-and-wool.
At \$1 yd., was \$1.50.—Silk Striped Wool Taffetas, in blue-and-white and black-and-white.

JOHN WANAMAKER

Broadway, Fourth Ave.,
Ninth and Tenth Sts.